

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
September 28, 2009
8 AM**

DRAFT MINUTES

Present: Frank McNabb (Chair), Jim Hintz, Steve Rhodes

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:05 am.

2. Approval of Minutes from May 26, 2009 and September 21, 2009

Steve Rhodes noted a change in the September 21, 2009 minutes. He said that the University can provide contacts for organizations that print decals but the University does not create them itself. Mr. Rhodes made a motion to approve the September 21, 2009 minutes with the change and the May 26, 2009 minutes. Mr. Hintz seconded the motion. The minutes were approved unanimously.

3. Follow-up on Outreach Possibilities

Mr. McNabb suggested that the Committee prioritize its goals from now through December.

He referred to the stickers that appear on the cover of newspapers that may be a good opportunity to solicit membership. He said he spoke to someone at the Reminder where the circulation is 3,500. **Cynthia van Zelm said she would follow-up with Joe Muro who works at the Reminder.**

Mr. Rhodes said that he reviewed the current membership list and said he would follow-up with some University folks who were not yet members.

Mr. Rhodes said he will also talk to School of Liberal Arts and Sciences Dean Jeremy Teitelbaum about updating his staff at a meeting. He will touch base with Ms. van Zelm after the contact is made.

The Committee suggested that a short update on “What’s Happening with Downtown Storrs Center” be included as a link on the UConn Alumni page and the President’s blog. Ms. van Zelm will draft some language and work with Mr. Rhodes and the Town’s Information Technology Department to provide the link.

Mr. Rhodes will talk to Alumni Association Director Lisa Lewis about providing information on the Partnership at Homecoming which is the week of October 12 (leading to the football game on October 17).

Jim Hintz said that he can include similar updates on Storrs Center for the e-mail and newsletters that he sends to off-campus students.

Mr. Hintz also suggested a reception with presidents of student organizations to learn more about the Partnership and Storrs Center. Mr. Hintz will work with UConn Student Activities. Mr. Rhodes thought this might also be a good way to help get consistent UConn volunteers for the Partnership staff for its events. It will be important to find ways to make a meeting like this attractive to students. It will be important to show the renderings and also what other college downtowns have to offer. Mr. Rhodes will work with Mr. Hintz.

Ms. van Zelm said she checked with LeylandAlliance about providing the Storrs Center logo as a decal to current and potential members – to continue to promote the project. Leyland agreed that use of the logo in this manner was fine. **Mr. Rhodes will follow-up with people at UConn who know “decal-makers.”**

The Committee agreed that a membership drive to all the businesses in town should be pursued. Ms. van Zelm noted that there will be a cost to printing brochures, in particular. **She will work with Kathleen Paterson, Special Projects Coordinator, on updating the business list and reviewing a budget for printing the brochure.** The message to businesses is that the new downtown will bring in traffic to town that will benefit them.

The Committee also suggested that the Partnership have a Facebook account. Ms. van Zelm will look into this with Ms. Paterson and the Town Information Technology Department.

The Committee also suggested more events to recognize and solicit members. A dance? One cost for members and another cost for non-members? **Ms. van Zelm said she would run this idea by the Advertising and Promotion Committee when it meets on Tuesday. Mr. McNabb will bring a list of events that the Windham Hospital does to update members and solicit members.**

Mr. Hintz will check on whether membership brochures can be left at the Student Union kiosk near the Information desk.

The Committee suggested adding a slogan for discussion at the next meeting.

4. Membership Renewal Drive

The Committee reviewed the DRAFT membership renewal letter and suggested some edits. With the advent of the design on Storrs Road, Mr. McNabb and Mr. Rhodes suggested that a schematic of Storrs Road be included as part of the membership packet. **Ms. van Zelm said she will follow-up with Leyland on what can be used (*in process*).**

Mr. McNabb said he will follow-up with the Windham Hospital Board and the President of Eastern Connecticut State University re: membership from people at those organizations.

5. Next Meeting

Committee members agreed to meet on Tuesday, October 13 at 8 am in the Partnership office.

6. Adjourn

The meeting adjourned at 9:15 am.

Minutes taken by Cynthia van Zelm.